MEDIA RELEASE

For Immediate Release   **Contact: Karen Vickers**
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DONATE BLOOD THIS SUMMER FOR ALL THE RIGHT REASONS

KENNESAW, GA (July 11, 2006) The City of Kennesaw Parks & Recreation Department is hosting an American Red Cross Blood Drive on Tuesday, July 25 from 3-8pm at the Kennesaw Community Center, 2753 Watts Drive. All current eligible and new donors are strongly urged to schedule an appointment to donate blood, although walk-ins are welcome. All donors will receive a special "Buy One, Get One Free" ticket deal for an upcoming Atlanta Braves' game.

The American Red Cross Southern Region recently issued an emergency appeal for blood donors as an increase in demand for blood is expected through the summer months. "Now is the time for area residents to roll up their sleeves and help make a difference in the lives of those who need blood transfusions," said David Pies, Kennesaw's Recreation Programs Coordinator. "Our regional blood supply has reached a critical level and the blood will not be there without the immediate response of generous, volunteer blood donors". "If people wait until there is an emergency to donate blood, it may be too late," Pies added.

According to the American Red Cross, it's estimated that less than 5% of eligible donors give blood. Most healthy people who are at least 17 years old and weigh 110 pounds or more are eligible to donate every 56 days. Blood is needed for emergencies and for people who have cancer, blood disorders, sickle cell, anemia and other illnesses.

The donation process includes registration, a brief medical screening, the blood collection, and time for refreshments. The entire process usually takes about one hour and the blood collection segment is usually about 10 minutes.

Visit www.kennesaw-ga.gov/giveblood or call (770) 422-9714 to schedule an appointment.

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